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Marketing Management (14th Edition) Philip T. Kotler. 4.2 out of 5 stars 249. Hardcover. \$10.23. Marketing Management (15th Edition) Philip Kotler. 4.1 out of 5 stars 358. Hardcover. \$291.32. In stock on August 23, 2020. Next. Customers who viewed this item also viewed.

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Ideally, marketing should result in a customer who is ready to buy."7 The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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